

Dear Sirs,

As you may be kindly aware the Design Award was instituted by Council for Leather Exports during January 1997. The "Design Award" is for increasing 'Fashion & Design' awareness in the Industry and help Indian leather and leather products find a place of prominence in the global fashion world of leather. It also encourages promoting design capabilities within the country to create a contemporary image for Indian leather products in markets abroad. Every year the Council for Leather Exports presents Design Awards to Member-Exporters of the Council, Free-lance Designers and Students of Design Course Institutions. This year also, it has been decided to get entries from Manufacturers / Exporters of Garments, Leather Accessories, Footwear & Footwear Components, Free lance designers and students of Design Institutions can also participate in the Design Award 2017. **Design entries from the Students of Design Institutions should be submitted through their Institution Head / Department head only. Design entries received directly from the students will not be accepted for the Design Competition.**

The Award Categories are given below:

The Design Entries should be of International standard to project the capability of Indian Footwear / Leather Products Designs.

1) SHOES:

BEST SHOE DESIGN:

- a) Men's Shoes – Formals
- b) Men's Shoes – Casuals
- c) Ladies Shoe – Formals
- d) Ladies Shoe – Casuals
- e) Men's Boot
- f) Ladies Boot
- g) Children Shoes

2) LEATHER GOODS / ACCESSORIES

BEST DESIGN:

- a) Hand bags (Ladies / Gents)
- b) Small Leather Goods

3) Leather Garments

- a) Gents Garments
- b) Ladies Garments

4) Footwear Components

The Criteria for selection of the Best design is:

- **Workmanship**
- **Conceptual novelty**
- **Market segmentation**
- **Eye appeal**
- **Ease of manufacture**
- **Presentation**

International Footwear Design Competition

While on the subject of Design Awards, we would like to inform that the organizers of International Footwear Conference (IFC) have instituted an International Footwear Design Competition (IFDC) to promote design capabilities among member countries. The object of the competition is to enhance the international status of International Footwear Designs.

Therefore, the Council, being a member country of IFC will take part in this International Footwear Design Competition 2017. For this purpose as in the case of last year, the existing Annual Design Award for Footwear will be upgraded as International Level Design Competition. The winners of the Annual Design Award 2017 for Footwear would be automatically the nominee of the Council for the International Footwear Design Competition of IFC.

Therefore, the Design entries received for Footwear will be placed before the Jury Committee of the Design Award for selecting the Best Designs. The winning entries will be sent to International Footwear Design Competition for further selection of the "Best design" as per the rules & regulations of International Footwear Design Competition.

The Rules & regulations and the details of the International Footwear Design Competition along with Application form will be sent to the winners of CLE Design Award 2017 as soon as it is received from IFC.

Since the Design Award of the Council has been upgraded to International level Design Competition, the Footwear Design entries must be of international standard to project the capability of Indian Footwear Designs. The entries may be related to the Autumn Winter 2017 / 2018 season. **All Samples submitted for the competition shall be the property of IFC and no member countries would claim ownership to them.**

Design entries from the Students of Design Course Institutions should be submitted through their Institution Head / Department heads only. The design entries received directly from students will not be accepted for the Design Competition. All Design Entries should be sent along with the following materials;

Design layout to be illustrated on a A3 hard board (Size 295 mm X 420 mm)

Design layout with information on usage of colour and materials

One pair of Shoes (only for Enterprise Group)

Photograph of the sample(s) along with name of the Designer

Design Entries without the above materials will not be eligible for Design Competition.

The entry fee per product-design is as follows:

1. Manufacturer-Exporters of leather products - Rs.1000/-
2. Free-lance designers - Rs.1000/-
3. Design course students - FREE

One 'free entry' is allowed with one compulsory 'payment entry'. Any number of entries can be sent. The exhibits (**leather garments, leather bags, other leather goods / accessories / Footwear and Footwear Components**) must be securely packed with a write up about the product (not exceeding 100 words) and together with the Cheque / DD drawn in favour of "**COUNCIL FOR LEATHER EXPORTS**", be sent to **Design Awards 2017, C/o. Fashion Studio, CSIR-Central Leather Research Institute, Adyar, Chennai – 600 020 on or before 15th December 2016** under intimation to this Office.

The selection of designs will be done by a Jury Committee comprising of experts and eminent industrialists from Leather sector. The awards will be distributed during the Leather Week 2017 (Jan 27 – Feb 3, 2017).

Please note all the above and do the needful.

Thanking you,

Yours faithfully,

R.Ramesh Kumar, I.A.S
Executive Director.
Council For Leather Exports.